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Moses in Paragraphs

By Bert Moses

The records put the blame upon Eve, but the probabilities all point to Adam.

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By Bert Moses
576 Fifth Avenue
New York

The only thing actually required
of a writer is to be understood.
Syntax and prosody don't count.

Moses in Paragraphs

By

Bert Moses

Written by One Who
Does Not Take Life Too Seriously, and Intended
For People Not Fastidious About
Addisonian English.

Printed for the Author by
The Roycrofters, at their Shop,
which is in East Aurora,
State of New York,
in the year 1917.

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1917

A writer's ability is measured, not by the number of words he gets out of a gallon of ink, but by the intellectual mileage he covers.

JAN -2 1918

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no 1

THE problem of the world is to shift Heaven nearer the Equator and Hell nearer the North Pole.

¶

The idea of promoting a hair-grower seizes you mightily when you go into a gallery and look down.

¶

Crowds and coin go together. Ask Billy Sunday how to separate them.

¶

Seriousness is all right, but for God's sake laugh once in a while.

¶

A Mormon is a man who over-estimates his capacity.

SALOON-KEEPERS and dogs should not feel humiliated because they have to be licensed. The same distinction applies to doctors and lawyers.

¶

What a scurrying to cover there will be when it is made a jail offense to be a false and fraudulent Congressman!

¶

Every woman is peculiar to herself. The same brand of hot air does n't always go.

¶

The man who invented cigarettes got his idea from a polecat.

¶

Never mind the label—examine the goods.

FASHION names the color of your socks and the hang of your pants, yet many of the great men in history went through life without either.

¶

" Truth " is as elastic a word as " soup," of which Heinz and Campbell make many varieties.

¶

Pick for a wife a woman whose complexion is the work of God and not of a paint-brush.

¶

Big men are seldom alike, but little folks are very much the same.

¶

Tombstones are monuments to the futility of medicine.

ABOUT the only thing you can do today without violating a law is to breathe. Thank God that Congress has kept its hands off the ozone!

¶

No matter which path you take—whether osteopath, homeopath or allopath—it leads but to the grave.

¶

A big advertisement does not add to the value of anything, but often adds to its cost.

¶

When you succeed, you are a wise guy, and when you fail, you are a dub.

¶

Culture rusts commonsense like water rusts steel.

THE only difference between the thief and the deadhead is this: One takes from you when you don't know it, and the other when you do.

¶

Men who play their honesty up in the headlines can be counted upon to hide their crookedness in the small type that follows.

¶

What boots it what remedy you take so long as you get well?

¶

Businessmen who go into the newspapers go ahead of those who stay out.

¶

The penalty for knocking is to be knocked.

WHEN I believe I am right, I do not give so much as one-fourth of one per cent of a continental dam whether others agree with me or not.

¶

Sing Sing is populated by people who thought they could "get away with it," but did n't.

¶

If there is any better remedy for sickness than behaving yourself, I do not know what it is.

¶

Most things have their ups and downs, but with taxes there is nothing but ups.

¶

Honesty pays because dishonesty does n't.

WHEN you get to the Pearly Gates, a letter of recommendation from your hired help will carry more weight than a letter from your preacher.

¶

Next to a dress that fits in the back, nothing pleases a woman like a fake bargain sale.

¶

An advertisement that sells goods is a good advertisement, even though its grammar be bad.

¶

Don't go so far with your fearlessness that you become a fool.

¶

It is the hang-over of the cocktail that hurts.

THE worst form of deliberate despotism is represented by the man who beats you to the toilet-room in the morning and locks the door.

¶

Many of us escape jail because the police don't know a lot of things about us that we know about ourselves.

¶

Quite a few men can put a thing across once, but men who can do it twice are the folks for me.

¶

Cannibals eat their enemies, while civilized people shoot them and let them rot.

¶

The world is full of earnest people who are headed the wrong way.

IF the American Medical Association had been in existence at the time, it would have haled Jesus before a justice of the peace for practising without a license.

¶

We are all dam fools a part of the time. All we can do is try to reduce the frequency of the attacks.

¶

The presents you get on your birthday do not compensate for the increase in your age.

¶

To editors: Why not devote more space to facts and less to headlines?

¶

The thing to do when a fact appears is to look it squarely in the eye.

SOCIETY consists largely of much paint and powder and little wearing apparel, thus exhibiting a marked disproportion of color to cover.

¶

Advertising is the gentle art of annexing the other fellow's coin without the assistance of a dark-lantern and a jimmy.

¶

Keep your eyes upon the obscure man intent on a new idea. It is he who has ever jarred the world out of the ruts.

¶

How much worse the itch would be if you could not scratch!

¶

Shun that man who commercializes his virtues.

THE world is full of experts who can not tell an economic thesis from a kippered herring or a fundamental principle from a cold fried egg.

¶

The Church undertakes to fix you up for the Next World, while Advertising fixes you up for This.

¶

A bad habit sticks as tightly as the drawers in a cheap bureau on a damp day.

¶

The more you drink to the health of others, the more you injure your own.

¶

Investigate all you please, but don't be a snooper.

IT is well to put some trust in God, but the more you put in yourself, the higher will the world rate you, including both Bradstreet and Dun.

¶

The accumulation of more gold than we need is not a recommendation for an orchestra chair in Heaven.

¶

Do not strike the boss for a raise the morning after a stag party.

¶

A gentleman is a man who never claims to be one.

¶

Many men who talk truth do not tell it.

I SOMETIMES wonder why business is considered so honorable when it consists of nothing more than selling things for more than they cost.

¶

That man is a genius who can, by advertising, convert a dollar's worth of plain oats into fifty dollars' worth of breakfast food.

¶

Kelly pool does not aid muscular development so much as beating a rug or carrying out the ashes.

¶

Just about the time your hair stops growing, your waist-line begins.

¶

Truth is seated in the heart—not in the mouth.

IF children were taught how to keep their stomachs in good order as carefully as they are taught grammar, the world would be better off.

¶

The increase in rubbernecks keeps pace with the tendency to cut shirt waists lower and lower, and skirts higher and higher.

¶

Things in a bottle are overrated—whether they come from a drugstore or a booze-bazaar.

¶

How fortunate for the fish that most fishermen jerk their poles too soon!

¶

When taking castor-oil, take enough.

YOU get the same exercise with an ax that you get with a golf-stick, and you get a pile of wood for your efforts. Throw away your golf-sticks and try an ax!

¶

There is a good opening for a school to teach us how to get more of the gravy into our mouths and less on our vests.

¶

If we can't be decent without codes of ethics, we can't be with them.

¶

Fashions may come and fashions may go, but tailors' bills run on forever.

¶

A cocktail lifts you up gently, but sets you down hard.

THE chief mission of a banquet is to encourage the distilling industry and supply an excuse for not showing up at the office next day.

¶

When you come to touch the live wire of Love, you will discover that experience differs widely from hearsay.

¶

The names that loom largest in history are names that stand for freedom and liberty.

¶

One Paradise today is better than two Paradises tomorrow.

¶

There are more fake reformers than there are fakirs.

THE trouble with quite a few women is that they carry more notions on their heads than in them. That is to say, they display more millinery than mind.

¶

The things we don't know and never can know are legion, while the things we do know are as few as Irishmen in Jerusalem.

¶

A fine future lies before the man who is sole proprietor and executor without bond of his own intellect.

¶

A lot of men earn $10 a week, while a few men get $1,000 a week without earning it.

¶

With coal at $12 a ton, think of the fuel-bill in hell!

THE day is coming when the doctor who does not pay for his advertising will be looked upon as a man who has nothing worthy to sell.

¶

Find me a woman who tells the truth about her age, and I will find you a fisherman who tells the actual weight of his catch.

¶

The idea is abhorrent that a man can keep opinions out of a newspaper by putting ads in it.

¶

To be able to tell a big thing from a little thing is the distinguishing mark of greatness.

¶

All is not lost when you lose your credit—you can go to work for a living.

THE time to buy is when prices are down, and the time to sell is when prices are up, but few who go into Wall Street seem to know this.

¶

Many laws are not intended for the good of the public, their chief end being to supply fees to disputatious lawyers.

¶

It is one of the eternal verities that when you pay a cheap price, you carry away a cheap package.

¶

Don't put undue faith in a man who talks about a thing, but does not work at it.

¶

Love is very fine until you get more of it than you can use.

THE turning point in every man's life comes when he begins to think of employing others instead of looking for others to employ him.

¶

What you hand the other fellow will in turn be handed to you, it being merely a question of time.

¶

Nature has the correspondence school beaten a block in producing smart people.

¶

Moral suasion may work occasionally with a mule, but never with a benzine buggy.

¶

Carrying out the ashes in Hades must be a real man's job.

THANK God for the few men who do not "conform." All the progress the world has ever made traces straight to them —and ever will.

¶

Language is used by some men to say something, and by other men to make a noise with.

¶

It is difficult to determine whether women's dresses are intended to conceal or reveal their figures.

¶

How fortunate for the lawyers that so many people want revenge!

¶

Law never changed a man's religious belief and never will.

THERE is keener joy in making your own living than in inheriting a living from your forebears, but you have to try both ways to find it out.

¶

I know of no waste quite so conspicuous as that exhibited by a pretty woman when she kisses a small boy.

¶

A great many people go into church for the business they can get out of it.

¶

Advertisers are not made in colleges, but in shirt-sleeves and overalls.

¶

The truth that hurts most is the best truth of all.

WHAT is so pathetic as the man beckoning the undertaker with nothing accomplished during life but the accumulation of dollars and dividends?

¶

There are two periods in a woman's life when she is hard to understand—before you marry her and after.

¶

You can work yourself out of a job easier than you can work yourself in.

¶

A man does fairly well if he succeeds in being 51 per cent good.

¶

Love, like an automobile, needs two brakes.

IF you want to pass along sweet satisfaction and solace to a woman, tell her her dress fits perfectly across the shoulders and over the hips.

¶

Any man who regulates his morals by rules he reads in a book has n't got any morals.

¶

Three men can discuss a thing to death while one man alone is putting it across.

¶

If you want people to believe you are honest, do not be too noisy about it.

¶

The cost of living is what you make it—and no more.

THE men most to be relied upon are those who confess that they know little, but what they do know is the result of their own experience.

¶

Fortunate beyond calculation is that boy who comes out of college with as much commonsense as he had when he went in.

¶

When a man blows about his honesty, I feel safer if there is a cop in the neighborhood.

¶

When a man has more education than he can use, he becomes a nuisance.

¶

Take off the wrapper and look inside—the outside does n't count.

IT was once thought that men who wear the ermine are better than men who don't, but this is now generally recognized as not being true.

¶

You get at a man's real character only when you systematically come in contact with his pocketbook.

¶

People who outlive their ignorance, succeed; those who don't, don't.

¶

Big events rarely come to pass because of ethics, but in spite of it.

¶

There are a great many decent people besides you and me.

IN looking for a man to run the business when you are away, do not pick one who is unduly anxious about harmony between his necktie and socks.

¶

If you have a hiatus in your head, you had better put in a screen to keep out the bats.

¶

Money that you earn buys joy, while money that you don't earn, don't.

¶

The quickest way to lose a friend is to touch him for a ten.

¶

Quarreling is all right providing you put it off until tomorrow.

DO as you please, and think as you please, and say what you please, so long as you observe the recognized common decencies of your fellow men.

¶

Walking is good exercise when you practise it out of doors and not around a billiard table.

¶

I hate a lawsuit as much as a pure-food convention hates benzoate of soda.

¶

Some little fellows have an awful big punch—for instance, the Corsican.

¶

Among liars, the honest man stands out like Roosevelt at a convention.

YOU can not judge a watch by its case, a book by its binding or a woman by her apparel. Always and forever the things that don't show determine value.

¶

Men are essentially honest and truthful in the mass, and the percentage of deliberate liars is low.

¶

Everything has to work out its own salvation—even the fly from the maggot.

¶

I 'll tell you what Truth is: It is sticking to Facts and saying only what is so.

¶

If you are smart, be patient—people will find it out all right.

BEHIND every big accomplishment there is always one big man. The rest of the crowd are only foothills at the base of the mountain peak.

¶

Keep your eye off the clock, and the boss will say the right word to the cashier about your pay-envelope.

¶

You can generally spot a liar by the vociferousness with which he proclaims his honesty.

¶

Don't confuse success with money—the world's greatest men were poor.

¶

Ask yourself tonight if you are ashamed of anything you did today.

IF you think too much about grammar in writing, the chances are you won't say much of anything, even though you say it faultlessly.

¶

Grammar is something that always gets in your way when you want to say what you think.

¶

Going from public school to a job is preferable to going from private school to college.

¶

Banish every thought of money for one whole day, and it will be a day of happiness.

¶

Feed the hungry man first, and ask his pedigree later on.

ANY enterprise nowadays—whether religious, commercial or otherwise—which leaves woman off the Board of Directors, is apt to be wobbly in the spine.

¶

It is good to drink whiskey occasionally, because you then know how much better you feel when you leave it alone.

¶

It consoles us a little to remember that other folks have troubles worse than our own.

¶

Fifty-one per cent of our habits are bad, and the other forty-nine per cent stupid.

¶

Do not dig up the past of the man or woman who is decent now.

DIPLOMACY is the fine art of getting your laundry from a Chinaman when you have lost the ticket.

¶

The final test of honesty comes when you have a chance to get rid of a plugged dime, but don't.

¶

Don't hit until you have to—then hit hard and be done with it.

¶

Bulk is not so vital in a book as caloric, amperes and ohms.

¶

Be on the level, and great will be your reward.

IN order that a few people may do no work, it is necessary for many people to do a lot of work.

¶

A man's charity is not to be measured by what he gives, but by what he has left after giving.

¶

Science is simply common knowledge hand-tooled, sandpapered and manicured.

¶

If you are an acorn, do not try to be an oak tree too soon.

¶

Flaunted virtue is vice hidden behind a noise.

IT is difficult to say who is most interested in the death notices—the undertaker or the lawyer.

¶

The dividing line between the close observer and the rubberneck has not yet been defined by the Ladies' Home Journal.

¶

To acquire friends is not difficult, but to acquire distinguished enemies calls for genius.

¶

The man who does n't make his own religion has n't got any.

¶

An honest man lays no claim to the title—he just IS.

DEEP and lasting is the gratitude you feel to the man who steers you to a drink on a Sunday in a tight town.

¶

What money the doctors do not take away from you before you die the lawyers get after the event.

¶

If you want people to think you are smart, tell them things they already know.

¶

As between an artist's women and God's women, give me God's.

¶

Even the wisest men are " suckers " for somebody.

TO be deceived occasionally is a sweet privilege, for thus may you avoid being the same kind of a dam fool twice.

¶

Persistency is a cardinal virtue—the one needful thing to get your name on the sign in front of the store.

¶

Truth slips from your grasp just when you think you have a firm hold upon it.

¶

Men who "come back" are men who never really went away.

¶

Progress sometimes consists in going back and starting over.

SOME men prefer to scratch, because scratching is easier than going after them with a fine comb.

¶

All attempts to produce genius by chart, compass and card systems have not yet increased the visible supply.

¶

It is quite as important to be honest yourself as to require honesty from others.

¶

A patriot may be noisy, but it is not noise that makes him a patriot.

¶

You can not make yourself good by calling other people bad.

SUCCESS is something distinct and separate from dollars. Most men who have run up great scores were poor.

¶

The policeman's billy does not change human nature, but the world has not yet found it out.

¶

No man is so deadly dull as he who does nothing to which objection can be taken.

¶

No man ever achieves greatness until his enemies outnumber his friends.

¶

Success is individual—nothing but the man himself counts.

MOST reforms are all right, but many reformers themselves should be doing sixty days on the Island.

¶

The knowledge most men possess is second-hand, and such knowledge rarely boosts its possessor to the Board of Directors.

¶

I would rather have a little money that I earned than a lot of money that I did n't.

¶

A man may be altogether honest, and still be a hopeless boob.

¶

It is a great thing to get there before you start.

GREAT speed is not necessary to Fame. Read in your Bible about that 40-year trip through the Wilderness.

¶

Modesty may be a virtue, but merit that vaunts itself occasionally is what makes entries in your bank-book.

¶

Every man has his eye on the main chance, no matter where destiny places him.

¶

Where there is a surplus of noise, there is sure to be a paucity of sense.

¶

Ethics, like love, is a very nice thing until you get too much of it.

GREAT is the joy of the fat lady when she gets on the scales and finds she is losing flesh!

¶

The Gift of Grip—the taking hold and holding fast to the end—this is the token of success—there is no other test.

¶

Whenever you want to queer a thing, refer it to a committee.

¶

Besides being the finest of all indoor sports, sleep is free.

¶

A wart does n't matter much so long as it does not show.

MEN generally are not so bad nor women generally quite so good as common report has it.

¶

Knowledge proceeds from doing the thing —not from memorizing something out of a book.

¶

The man who carries scars can give you sounder advice than the man who does n't.

¶

Blessed is that man whose percentage of commonsense runs up into the nineties.

¶

Wise is the guy who can tell people things he does n't know and get paid for it.

YOU will never know what Life is until you have been both bitterly reviled and deeply beloved.

¶

Brains are a birthday present. You can't take them away from college unless you take them with you when you go in.

¶

Successful advertising is the fine art of doing the thing as others have not done it.

¶

You can spout and shout about truth, but that does not make you a truthful man.

¶

No worthy cause is ever harmed by hearing the other side.

YOU can not accurately judge the importance of a factory by the noise of its whistle.

¶

The token of wisdom is to establish a working agreement between the brain and the mouth.

¶

No writer or artist can be brilliant except upon occasion, when the voltage is just right.

¶

What makes money valuable is the fact that a lot of folks have n't got any.

¶

Truth can never be fixed by resolution nor determined by a committee.

MAN sprang from monkeys all right, but the distance covered did not break any records.

¶

The only work that wears and tires is the work that leaves no thrill of joy when the day is done.

¶

Doctors will never pay for advertising so long as newspapers hand it to them free.

¶

It is a mighty fine thing to forget the other fellow and center upon yourself.

¶

Look out for the guy who displays his morals in the show window.

YOU had better enjoy life while you have it. You can never get away from this world and take it along.

¶

Knowledge garnered from experience is the kind of knowledge that gets your name on the letterhead.

¶

Be just as truthful as you know how, but for the sake of self-respect don't boast of it.

¶

Reputation proceeds from but one cause, and that is by deserving it.

¶

Be an individual—there is so little competition.

SOME men attend conventions to improve their knowledge, but most men go to improve their opportunities.

¶

Men who make laws are not quite so important to the world as men who make business.

¶

What this country needs is birth control of bedbugs and bull-con.

¶

Honesty and truthfulness are never genuine when exploited.

¶

Bumps are what you need to get there—not books.

LAUGH when you lose, be modest when you win, do the best you can, and let it go at that.

¶

Riches are largely a matter of conscience. Great wealth comes from squeezing pennies from the poor.

¶

No matter what kind of medicine you take, the undertaker will get you anyhow.

¶

Success comes from what you do—not from what you memorize.

¶

All women are charming, even though many are not clever.

BEFORE blaming the man who stumbles, you better look what sort of burden he has on his back.

¶

One-half the world thinks the other half is trying to steal its money—and generally it is.

¶

The most satisfying and healthful indoor sport is exercising the intellect.

¶

Get your brain hitting on all its cylinders before you begin to think.

¶

Advertising is the art of handling truth with variations.

THE Christianity of Christ and the mad Dash after Dollars are not chemical affinities—really they will not mix.

¶

To take " bargains " away from a woman is the same as taking water away from a duck.

¶

The dullness of a man's intellect can often be judged by the brilliance of his necktie.

¶

No one ever does anything big unless he does it exactly as he pleases.

¶

Outside of the experience, there is little in getting soused.

MOST lawyers are dam glad to get the job, no matter which side of the case is offered them.

¶

Anger gets you nowhere except to a sanitarium. Many doctors thrive because many people get mad.

¶

The things that can not be taught out of books are the things that put you " next."

¶

A kick from the rear does not rank so high in reform tactics as a pat on the shoulder.

¶

Liars supply the necessary background to make Honesty conspicuous.

ANY one can buy advertising, but the genius is he who has publicity cast upon him without price.

¶

Fame and reputation flow to the lawyer in proportion as he succeeds in keeping criminals out of jail.

¶

The world is redeemed by men and women whose brains do not think in a rut.

¶

Ethical codes die, like men, and decency demands their burial.

¶

Truth is not true until it is carried out into decimals.

DO not attempt to knock the ball over the fence when a single is all that is needed to bring in the winning run.

¶

It is an axiom in business, I believe, that you do not get any profit when you sell a thing for less than it cost you.

¶

Any fool can join an Ad Club, but it takes a man with brains to be an advertiser.

¶

Great men do not really begin to live until after they are dead.

¶

To yell honesty is not so impressive as to practise honesty.

WHAT the world needs is not human machines and more product, but human happiness and better product.

¶

The man intent on getting the law on his neighbor is preparing for his neighbor to get the law on him.

¶

Up to date, all attempts to create news by using big type have resulted in failure.

¶

Caution does n't count unless you know when to toss it aside and plunge.

¶

It is sad but true that bad things are more " catching " than good.

THE difference between Facts and Conversation seems so small that most of us don't see it.

¶

How unfortunate that many speakers do not know the difference between oratory and noise!

¶

The only writers who "write themselves out" are the writers who write what is not so.

¶

It is not what you get, but what you expect to get, that makes Life worth while.

¶

Nothing is free—not even salvation or trading-stamps.

THE happiest hours are at the evening fireside when a man relates his day's triumph to his family.

¶

Virtue stands out more boldly when there is a background of vice to supply the needed contrast.

¶

Many laws are introduced and passed by people who want revenge.

¶

Intelligence can never be extracted from a brain that possesses it not.

¶

The only way to arrive is to start and keep going on.

TRY being a highlight part of the time only. You have got to be a shadow once in a while so the highlights will show.

¶

A Good Reputation is a thing of slow growth, while a Bad Reputation may come between darkness and daylight.

¶

Deep thought and stupidity are much alike, except that they are very different.

¶

The man who wants war never seems to realize that he can get it by joining the army.

¶

Economy is a virtue and waste is wickedness.

POVERTY is a blessing in this respect: You may experience the supreme joy of doing your own work.

¶

A careful search of the records goes to show that "chewing the rag" can not be depended upon to change results.

¶

Law-makers seem to create more trouble than they correct.

¶

The only things you can never get too much of are facts.

¶

Beware of the man who uses his honesty as fly-paper.

BEATEN paths are for the Lilliputs. Climb the fence and cut across if you ever expect to "arrive."

¶

The cry is for men who can do things—for men who are neither echoes nor rubber stamps.

¶

An ability and a desire to render a useful service are the only tests of respectability.

¶

It is quite as important to be honest yourself as to require honesty from others.

¶

Guilt is almost as immune as innocence if you have the price in your clothes.

THE rewards awaiting the honest politician are priceless, but none has yet appeared to collect the prize.

¶

There is nothing finer in the whole category of existence than the Woman Who Works. No, I did n't say with her tongue.

¶

The number of drug-stores is in inverse ratio to the number of woodpiles.

¶

Living on a small salary is an easy task because so many of us do it.

¶

A little science and a lot of sweat make a great combination.

BEFORE arriving anywhere it is always necessary to start, but this rather important point is frequently overlooked.

¶

A cocktail lifts you up for one hour, but it takes many hours to recover from the jar you get when you hit the ground.

¶

Before you tell your boss to go to hell, be reasonably sure he will stand for it.

¶

The things that kill genius are rules and regulations.

¶

Don't let anybody clip the wings of your ideas.

IF you have never made a serious mistake, the chances are you have never done anything worth while.

¶

Three words constitute the only code of Ethics that mankind needs—The Golden Rule.

¶

Language is a means many people adopt to tell things which they do not know.

¶

It is a great gift to be able to distinguish between truth and a jumble of words.

¶

A boss is as necessary in promoting good as in promoting evil.

SO long as Fashion and Hygiene are at odds, the medical "perfesh" will continue to collect the coin.

¶

The greatest crime is idleness, and when the human parasite is eliminated the millennium will be just around the corner.

¶

Brevity is all right, provided you don't stop before you are through.

¶

Language is the greatest force in the world —except Love.

¶

Nature plays no favorites, and neither does God.

SO much depends upon the choice of parents that children should be taught the importance of wise selection.

¶

To bestow a swift kick or give a piece of silver—there lies the art of determining values.

¶

Troubles that don't happen worry you more than those that do.

¶

Nature is lavish in the production of everything but great men.

¶

No one will believe in you until you believe in yourself.

HEALTH is somewhat more important than pleasure, but quite a few folks do not recognize this as being so.

¶

The trouble about what the world calls " success " is that you have to be a hog to attain it.

¶

In heaven's name, be Somebody, but to be Somebody you must Be Yourself.

¶

A low price and a bargain are radically different propositions.

¶

If you want to go fast, do not be in too much of a hurry.

GREAT men are those who do one thing big enough to divert attention from their many mistakes.

¶

If you do not want to " travel on the rim " after you are forty, you 'd better take care of your tires before you are forty.

¶

Some one may have said it before, but nothing except honesty ever wins out.

¶

Even Diogenes lacked the nerve to look for an honest lawyer.

¶

There is only one real excuse for War, and that is Peace.

THE first date on a man's tombstone is fixed by his parents, but the last date is largely fixed by himself.

¶

Nothing pleases a man more than discovering a new way to comb his hair so that the bald spot will be less conspicuous.

¶

The original man is he who knows how to " swipe " and change the setting of the gem.

¶

A plated thing does not wear well, whether it be a piece of jewelry or a reputation.

¶

What you do is not half so important as doing what you do do well.

WISE is he who knows when he has enough, and works hard the rest of his life not to get more.

¶

Things that you think you want are often things that you don't want after you get them.

¶

Some folks could n't see an opportunity if it came down Broadway carrying a red flag.

¶

One advantage of a trip across the ocean is that you don't pass any tombstones.

¶

The only man worth while is the man who is intent on his job.

YOU can never deliver what you have n't got. Take an inventory before sending for the express-wagon.

¶

Trying to get something for nothing usually results in this: You give more than you get.

¶

People who look to doctors for good health have their eyes turned in the wrong direction.

¶

To master the art of Doing Things, you first must master the art of Hurrying Slowly.

¶

History repeats, but usually at a time when you have no bet up.

YOUR importance in the world is judged by the character and the number of your enemies.

¶

If you can not work more today than yesterday, work better, and the score will stand as high.

¶

The wearing of whiskers is no longer considered essential to the possession of wisdom.

¶

The real hero is he who plays dice with Death when he knows the dice are loaded.

¶

Honesty that has never been sorely tested really does n't count.

LADIES intent upon regaining Youth would do well to use their minds more and their cosmetics less.

¶

Neither a whistle nor a clock is needed to tell the worthy man when to go to work or when to quit.

¶

Law is founded upon precedent, whether there be justice in the precedent or not.

¶

The further away you keep from a drug-store, the nearer you keep to health.

¶

The things that cost you most are the things you get for nothing.

THE first step to secure the loyal services of an employee is to sacredly keep all promises you make him.

¶

The unselfish man is an inspiring subject to talk about, but if you want to work up an appetite, go out and find him.

¶

Brains count for more than long hair and a big necktie in making an artist.

¶

Everything about the automobile has been improved but the smell.

¶

Kindness is always in order, but where kindness fails, try a kick.

YOU will never amount to much until you are pointed out as either "dangerous" or "crazy."

¶

Men who give themselves the worst of it today usually expect to get the best of it tomorrow.

¶

Love is a terrific tax on Life. Do not crowd too much of it into a day or a week or a year.

¶

Knowing when to begin is important, but only the wise know when to stop.

¶

Virtue may be the result of opportunity—or rather the lack of it.

A SON would always be better off if he could inherit more of the old man's brains and less of his money.

¶

Theology can be put up in cans, but Common Sense has defied all efforts in that direction.

¶

Hell, high water and court injunctions hindereth not when a man is really in earnest.

¶

Medicine is the main handicap that Nature has to overcome in curing the sick.

¶

To a lady fair: When perfume fails, try a bath.

A KICK coming rapidly from behind is sometimes more bracing than a sweet caress or a sympathetic sigh.

¶

Some little trouble may come from on high, but most of it we ourselves make here below.

¶

To become a philosopher, read much, remember much and loaf much.

¶

The only religion that rings true is the religion you make for yourself.

¶

Classical music is a bit of melody surrounded by a lot of noise.

WHAT you learn in books never counts for so much as what you learn by "being up against it."

¶

If you think you can change values by changing labels, you will never rank with such thinkers as Darwin and Buckle.

¶

A genius is a man who does as he dam pleases, and is neither ashamed nor afraid.

¶

People who carry grouches under their vests are headed straight for Muldoon's.

¶

Great events lie before the man who has an intellect and knows how to use it.

THERE are few great men, simply because it takes a dense background of fools to set them off.

¶

The knowledge you get out of knocks is the knowledge that lifts you above the "push."

¶

A brass band is really not needed in fixing your importance to the community.

¶

The corpse in the mausoleum is just as dead as the corpse in the trenches.

¶

Men who follow paths do not run up a high score.

WHEN any man tells you he understands woman, it is your privilege to clear the throat and close one eye.

¶

The man who is intent on his job generally figures, at the end of the season, among those who hit above .300.

¶

Great indeed is this truth: The surest way to injure yourself is to do injury to another.

¶

The worst form of dishonesty is being honest " because it pays."

¶

Hurry all you please, so long as you take plenty of time about it.

A DOCTOR becomes useful only when he discovers that he can accomplish more without medicine than with it.

¶

In going through Life you will find the cards stacked against you, but the beauty of it is that you know it.

¶

The size of a man's mouth does not indicate the size of his brain.

¶

I would rather make one new path than follow forty old ones.

¶

If you please the public, it will buy what you have to sell.

THE epigram is a sermon in a sentence, told quickly before the thought is lost in a maze of words.

¶

If you think you possess a value greater than the world recognizes, think again, for you are probably wrong.

¶

Eczema, fleas and love are equally irritating, and none of them can be hidden.

¶

The men who make history are men who start Something Big.

¶

Give me the man who works more than he talks.

LOAFING kills men quicker than working, and the undertaker scents a job the moment you " retire from business."

¶

Up to date neither the House nor the Senate has been able to change human nature by legal enactment.

¶

The most deadly dull of all literature is one hundred per cent perfect in syntax.

¶

Perspiration will get you to the destination quicker than inspiration.

¶

Coarseness is never clever, and cleverness is never coarse.

BEFORE a judge renders a decision, a physician should examine him to see if he is suffering from indigestion.

¶

Do not select for your cashier a man whose first concern in the morning is tips on the afternoon's races.

¶

If you take all the advice offered, you will pass yourself going in opposite directions.

¶

Wall Street is the rendezvous of the lamb, the lobster and the loblolly.

¶

Scars are worth all they cost, no matter how you got them.

NATURE will pigeon-hole you at the first sign of laziness. The token that distinguishes the living from the dead is work.

¶

Great riches do not necessarily imply theft, but somehow or other it often looks that way.

¶

The melody of music does not proceed from the bass drum.

¶

The more you believe, the less are you able to think.

¶

Size means little—much of the doughnut consists of hole.

THE highest morality is represented by those who work for a living and live on what they earn.

¶

You can not get half as much real information in a college as you can in an office or a factory.

¶

We can all make a dollar go fast, even though we fail in making it go far.

¶

Loud reports are not always made with gunpowder. Ask Bradstreet or Dun.

¶

Although all men are born free and equal, that condition ends at marriage.

IT is sad to say, but true nevertheless, that men who think are largely outnumbered by men who don't.

¶

So long as what a man writes is understood by the average intellect, of what use is grammar?

¶

The real-estate agent is closely pressing Ananias for the record he so long has held.

¶

If you want to promote goods that every buyer will push along, try wheelbarrows.

¶

God will judge you more by the little things you have done than by the big.

THE difference between Graft and Theft is as narrow as the difference between ten cents and a dime.

¶

Most things are all right until the high-brow begins to codify, classify and give them a college education.

¶

What a mountain of gold there would be in hell if rich people could take it with them.

¶

A prize-fighter is often like a bottle—developed from the neck down.

¶

Saratoga does not begin to equal Wall Street as a watering-place.

ORATORY is the art of making people think you know what you are talking about, whether you do or not.

¶

The idea that you are respectable and the other fellow is n't may not be shared by your neighbors.

¶

A highbrow is always an employee—never an employer. Look this up and see.

¶

No physician can do so much for your health as you can do for yourself.

¶

Wait until the wind is from the East before you pray for rain.

LOVE that survives the combined odor of onions and beer is the only love that tests true under acid.

¶

The dilettante is classified in therapeutics among the emetics. Like ipecac, he produces nausea.

¶

Play with the cards held close up, and see to it that the deck is not "cold."

¶

Nothing is complex unless you make it so, women excepted.

¶

Why not set more people to work and send fewer to jail?

WATER is a good thing to put in the radiator, but a dam bad thing to put in the gas-tank.

¶

Hell yawns for the vivisectionist, and all the draughts are opened wide when he arrives.

¶

Good health comes pretty near being nothing more than good digestion.

¶

No card system so far introduced will put brains into a man's head.

¶

Deal from the top of the deck, and do not overplay your pile.

IF I were St. Peter, clean teeth would count as much as character in figuring up the averages.

¶

The world needs people who can carry big burdens and strike blows that leave deep dents.

¶

Ethics and precedents have set Progress back thousands of years.

¶

Final truth for everybody is as far away as 10-cent gasoline.

¶

The only way to master a thing is to work at it.

THINK more of the Here and the Now and less of the Hereafter—and it is you for a long life.

¶

Every moment that passes without your getting experience out of it is a moment wasted.

¶

An honest man can not help being honest, any more than a liar can help lying.

¶

The supply of "suckers" has never exceeded the demand.

¶

The money-making reformer is always a cheat and a fraud.

WHEN you come to see that there is more in paying wages than in receiving them, big indeed will be your vision.

¶

Men with big bellies hold the average true by having small brains.

¶

To take without giving an equivalent is dishonorable and wicked.

¶

To pay your debts is as beautiful as Faith, Hope and Charity.

¶

It costs more money to get dyspepsia than to cure it.

A GENTLEMAN is a man who can show a kindly interest when the women folks discuss recipes for prune-flip.

¶

Pay your debts, mind your own business, give folks a square deal, live one day at a time, and you have more than a fifty-fifty chance of reaching the Happy Land.

¶

The act of spitting on the hands is not copyrighted. Help yourself.

¶

Putting her name and address in a book is only postponing trouble.

¶

It is a great art to avoid being caught.

I AM sick and tired of the fashions—thoroughly discouraged to see how, having descended from the anthropoidal ape, we are headed back to him again.

¶

There will be no more Michelangelos and Leonardos until the dollar and the dividend are no longer held out as Life's leading lure.

¶

Truth is a condition of mind—not a definable thing.

¶

The only good that comes from kicking is the exercise.

¶

You can not raise standards by raising hell.

POLICEMEN are paid bigger salaries than school-teachers, thus indicating that we consider it more important to put folks in jail than to put knowledge into children's heads.

¶

If your eye sees no further than the pay-envelope Saturday night, you need not anticipate being elected President of the Company when next a vacancy occurs.

¶

Writers who get their inspiration out of cigarettes and booze seldom succeed in breaking any long-distance records.

¶

Heroes never wear plug hats.

BLOW off all denominational froth and foam, all theological piffle, all the musty mumblings of the doctrinaires, and this one rule will get you into Paradise: Be on the level.

¶

More money is spent in this country for chewing-gum than for books, which seems to explain why so many more people exercise their jaws than their intellects.

¶

Somehow or other, taxes always go up, no matter who is elected.

¶

Fame is never found at the end of a path.

¶

Do not belittle a fact—face it.

LAWS regulate your birth, your schooling, your marriage, your business, your habits, your food, your drink, your medicine, your decline and your death. Be patient, and laws will yet regulate your haircut, the hang of your pants, and the mouth-wash you must use before you can kiss your wife and children.

¶

How fortunate that great beauty and a large brain capacity are rarely combined in the same woman! A combination like that is always dangerous and often irresistible.

¶

Success and greatness do not come in cans.

¶

Why dig up troubles that are dead?

A MAN'S life is not to be judged or measured by the money he piles up and leaves for his heirs and assigns to dissipate, but by the service he rendered his associates and the public.

¶

The man who is " hard to see " is always a prig and a pollywumpus.

¶

We all try to sell high and buy low—let 's admit it here and now.

¶

Everything should be just what it seems to be—but never will.

¶

If you want to reform something, begin with yourself.

ROCKEFELLER puts on the soft pedal when he annexes a hundred millions, while the newsboy yells like hell to make a cent. Noise is seldom a token of wisdom.

¶

The natural always rises superior to the artificial if you will be a bit patient and wait.

¶

Exercise your intellect more, and your tongue will have less to do.

¶

How little glory there is in a costly coffin!

¶

Fashion makes monkeys of us all.

¶

None of us is any too good.

LANGUAGE reveals the fool, and language makes known the sage.

¶ Language makes us think.

¶ Language makes bad people good and good people bad.

¶ Language separates husband from wife, and language brings lover and sweetheart together.

¶ With language the orator sways his audience from laughter to tears, from love to hate, from espousal to opposition.

¶ Language is the weapon of the honest man and of the demagogue; of the saint and of the hypocrite; of the benefactor and of the scoundrel.

¶ Language establishes superstition, and language sets the minds of men free.

LANGUAGE makes war and peace, slaves and freemen, States and Empires.

¶ Language is the lure of love and the instrument of hatred.

¶ Language lays before us for a pittance all the wisdom and knowledge garnered from the intelligence of centuries dead and gone, and language tells us today what was accomplished yesterday.

¶ Language tumbles Governments, destroys nations and overturns political parties.

¶ Language establishes and blasts reputations, burnishes and blackens character, lauds and defames deeds.

¶ With language the mother croons her babe to sleep, and with language the leader transforms sane men into insane mobs.

LANGUAGE sets the innocent free and sends the guilty to the gallows.

¶ Language builds up mighty business enterprises, and turns waste places into hives of industry.

¶ Language is used by the blasphemer, and language is used by the devout when they lift up their voices to God.

¶ Language cheers us while we live, and language soothes us when Death beckons with his bony hand.

¶ Nearly every blessing and nearly every curse visited upon Mankind can be traced to this mighty force we know as Language.

¶ You are what you are because of your use or misuse of words.

THIS IS THE END OF "MOSES IN PARAGRAPHS," AS WRITTEN BY BERT MOSES AND PRINTED AT EAST AURORA BY ROYCROFTERS GOOD AND TRUE —ALL WITH COATS OFF AND SLEEVES ROLLED UP. NAUGHT HAS BEEN SET DOWN OR DONE IN MALICE, BUT THE GUIDING INSPIRATION HAS BEEN TO MAKE SOME PEOPLE THINK, OTHERS SMILE, AND STILL OTHERS LIFT AN EYEBROW. THE WHOLE COMPLETED EARLY IN THE YEAR NINETEEN HUNDRED AND SEVENTEEN

Additional copies of this book can be had by addressing the author at 576 Fifth Avenue, New York, not forgetting the price is one honest dollar, irrespective of the belief in some quarters that the price exceeds the value.

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